FSC-81-B	5/6/97
SUBJECT: Region WINSTON Launch Meetings	

DISTRIBUTION:

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WINSTON will be repositioned nationally, with DTS scheduled for 8/4/97.

In preparation for your region's WINSTON Repositioning Launch Meeting, enclosed are the following materials:

- WINSTON Fact Book *
- WINSTON Launch/1997 Workplan Overview
- WINSTON Launch Meeting Agenda
- WINSTON Launch Meeting Breakout Session Discussion Guidelines

* When printing the WINSTON Fact Book, it is suggested that Pages 1 and 6 be printed in color.

Also, due to the tight time frame we are working under, **it is necessary for RJR personnel with direct account responsibilities to contact your direct accounts before attending the Launch meeting.** Direct accounts must be ready to handle the new WINSTON when it arrives. Please carefully review Attachment A - *"To Field Sales Personnel with Direct Account Responsibility."* Attachment A is a summary of direct account information, including some sections of the WINSTON Fact Book pertaining to direct account issues, objectives and strategies.

Your region's WINSTON Launch Meeting will be divided into two sections:

1. A general session where our WINSTON Marketing Department personnel will present a detailed overview of the WINSTON No Bull Proposition.

2. A breakout session designed to develop a detailed tactical game plan for effectively implementing the WINSTON Launch and our other workplan objectives and activities.

Your preparation and your Managers' preparation for the breakout sessions is critical in ensuring that we effectively execute not only the WINSTON Launch but all other scheduled promotional activities. Please carefully review the enclosed packet and prepare your breakout sessions utilizing the enclosed guidelines and materials.

Analysis code for the WINSTON Launch Meeting is 410. This code should be used only for incidental expenses incurred in traveling to and from your meeting. Hotel rooms will be on master billing

IMPORTANT: All materials should be treated as EXTREMELY CONFIDENTIAL.

We are excited about the repositioning of WINSTON. It worked in Florida and it will work nationally in adding new vitality to our WINSTON flagship brand.

Program Contacts: Mike Shaw, extension #2613
Lucinda Sheer, extension #2619
Dick Luongo, extension #6110
Floyd Cook, extension #3466

R. J. REYNOLDS TOBACCO COMPANY

51854 4154

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